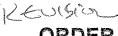
## WDAF - TV - Issue Ad Public File Checklist

Mo PMCSH	
Name of Sponsoring Organization	
Accepted: Rejected: (mark or	ne)
Class of Time: 155cc	
Flight dates and times	2
Rate charged	
TROP B	
Description of Issue	
205 E. CAPITOL A	16
Address of Sponsoring Organization  Address of Sponsoring Organization  Address of Sponsoring Organization  Address of Sponsoring Organization	MS 65101
5 73-635-7117	
Telephone Number of Sponsoring Organization	Email Address
Sponsor's Officers/Directors/Executive Committee	
——————————————————————————————————————	
CHRIS KEMPH	PRESIDENT
Description of substantiation provided (if any)	
Proper Sponsorship Identification: Yes No	0
alle	
9	Date

POL

0

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Contract / Revision

Original Date / Revision

583233 /

Order%

Start Date

Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00 **Product** Estimate # C16C22 MISSOURI PMCSA Alt Order # 09842331 Billing Type Cash Agency Com 15%

10/15/12 10/15/12 GENERAL Order Type Billing Contact Billing Cycle EOM/EOC Advertiser Missouri PMCSA

814 King Street Billing Calendar BROADCAST Suite 400

Demographic A35 +Alexandria, VA 22314 Smart Media Group LLC Agency Rev Codes SP-POL

ISS **Buying Contact** Sales Office DC-M Product Codes PL2C

Sales Region NAT 2 **Priority** 814 King Street Advertiser Ref Agency Ref Suite 400 Alexandria, VA 22314

**Primary Account Executive** Dan Driscoll

Account Executive

Dan Driscell 100% Order Share 25% Market Value 73500

End Date

Competing Station % of Order Amount KCPT % 0 **KCTV** 25% 18375 KCWE % 0 **KMBC** 25% 18375 KMCI % 0 **KPXE** % 0 **KSHB** 25% 18375

**Order Totals** Billing Plan Month # of Spots Rating Start Date End Date Net Amount Gross Amount # Spots Net Amount Gross Amount October 2012 19 \$15,618,75 \$18,375.00 0.00 10/01/12 10/22/12 \$15,618.75 \$18,375.00 10 \$18,375.00 0.00 Totals \$15,618.75

KSMO

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Ln Ch	Start	End	Inventory Code		Start/End		Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 2 4	10/17/12	10/17/12	M-F 9-10a	CM-All	9-10a	W=	30	1	\$\$G0,001	0.00 NM	1	\$500.00
			M-F 9-10a							7.00		
NEWS A	T 9A									I		
Start	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ı		
Week: 10/1	5/12	10/21/12	W	1	\$500.00	0.00				ı		
E3 4	10/18/12	10/18/12	M-F 9-10a	CM-All	9-10a	in was at the second	:30	1	\$500.Q0 1	0.00 NM	1	\$500.00
			M-F 9-10a									, , , , ,
NEWS A	T 9A						,-,-,		~			,,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				Į		
Week: 10/1	5/12	10/21/12	~ ~ ~ ~ ~ ~	1	\$500.00	0.00						
E d d	10/19/12	10/19/12	W-F 9-10a	CM-All	9-10a	- ~ ~ F ~ -	:30	1	\$500.001	0.00 NM	1	\$500.00
			M-F 9-10a								×.×	
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Week: 10/1	5/12	10/21/12	F==	1	2500.00	0.00				Con the control of th		



583233

Flight Dates 10/16/12-10/22/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

	A CONTRACTOR OF THE PARTY OF TH	, • • • • • • • • • • • • • • • • • • •	oventi 1 1 ±12 mm	· Salar and	I INGNATIALIE	ACCRICATION OF THE PERSON OF T	INICAN	PSHIIISIS.	E CIOCEE			
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	Ch	Start	End	Inventory Code		Start/End	<u> </u>	Len Spots	in the state of th	Rtg Type	Spots	Amount
TS	4	10/22/1	2 10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	Morrowen	:30 1	\$509.001	MM 00.0		\$800.68
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3.0		art Date	End Date	<u>Weekdaya</u> M	Spots/Week	Rate	<u>Rating</u>					
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From *			open 1 met 1 4 7 9 2007;	M-F 12-1p	Çin Yu	:=: 1p	* #*	.00	#450.00 I	5.00 IAM	•	wond, wu
		NEWS art Date	End Bala	Mankala	Cantallalania	Plata	Physica ca					
V	يي Voek: 10	and the same of the same of	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rete</u> \$500.00	<u>Rating</u> 0.00					
E 8	4	10/18/1	2 10/18/12	Control of the Contro	CM-All	12-1p	T	:30 1	\$500.001	0.00 NM	1	\$500.00
	NOON	NEVAIR		M-F 12-1p								
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Chick with the	/eek: 10	Commence of the Commence of th	10/21/12	T	1	\$500.60	0.00					
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	NOON	NEWS		Man. 18-1b								
	0.000	ert Date	End Date	Weekdays	Spots/Week	Rate	Rating					
۷۸ E 10	/eek: 10 4	Control of the Contro	10/21/12 2 10/22/12	F M-F 12p-1p	1 CM-All	\$500.00	0.00 M	:90 1	\$500.00 1	0.00 NM	1	\$500.00
ş. 15 <i>1</i>	716	1 At E St. 17	e invesite	M-F 12-1p	Civiran	1821h	fator and a second	.20	\$979.95 I	O.OO MAR	•	\$\$\$A.M.
	NOON		27 - 1 20 - 4 -	144	()	<i>m</i> - <i>i</i> -	879 - 4 *					
W	<u>Sta</u> /eek: 10	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00					
E 12	Water Street,	ot the second second	2 10/10/12	M-F 4-5p	CM-AII		~ - T- ~ ~	:30 1	\$975.002	MM 00.0	1	\$375.00
	JUDGE	ti iPav		M-F 4-5p								
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E 14	4	10/17/12	2 10/17/12	M-F 7-9a	CM-All	7-9a	M	:30 1	\$825.001	0.00 NM	1	\$825.00
	NEWS			M-F 7-9a								
		irt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
renditions the	/eek; 10.	<del>e le chier de la company de</del>	10/21/12	W M <sub>2</sub> F 7-9a	† UALACO	\$825.00	0.00	.SA 4	000C 00 4	0.00 145	4	ልብዓም ሰብ
E 15	4	10/10/12	2 10/18/12	M-F 7-9a	CM-AII	/ - WG	~ ~ ~ Y ~ ~ ~	:30 1	\$825.001	0.00 NM	1	\$825.00
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\A.	<u>515</u> 6eek: 10	it Date	End Date 10/21/12	<u>Veekdays</u>	Spots/Week	<u>Rate</u> \$825.00	<u>Rating</u> 0.00					
E 16	Commence of the Commence of th	Control of the Contro	2 10/19/12	M-F 7-0a	CM-All	A 100 A	and an extension of the second	:30 1	\$825.001	0.00 NM	1	\$825.00
				M-F 7-9a						7		
	NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
V	/sek: 10		10/21/12		1	\$825.00	0.00					
E 17	4	10/22/12	2 10/22/12	M-F 7-9a	CM-AII	7-9a	M	:30 1	\$625.00 1	0.00 NM	4	\$026.00
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		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Reting					
*	esk: 10	**********	10/28/12	M	1	\$825.00	0.00					
E 18	4	10/21/1	2 10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-0a		:30 1	\$500,001	0.00 NM	1	\$500.00
	NEWS	7A SUN		— <del>5</del> 7 'm 45						I		



583233

Flight Dates 10/16/12-10/22/12

<u>Hiatus Dates</u>

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Ln C	h Stert	End	Inventory Code	Break	Start/End 1	Time Days	Len S	note	Data Dri	Rtg Type	Total	als Amount
Maria America Andrews Comment	and the state of t	12 10/21/12	**************************************		Su 7-8a	5	:30	POL	\$500.001	0.00 NM	opora	\$500.00
			Su 7-9a	4-7, 1	· · · · ·	***		•	Section (1. 19.2)	2.50 14121	•	#ser. risk
NE	WS 7A SUN											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
March Street,	k: 10/15/12	10/21/12		1	\$500,00	0.00			Water to March 1997 to the Company of the Company			
E 21	4 10/17/	12 10/17/12	M-F 9-10p 9-930p	CM-All	9-930p		:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
FO	X NEWS AT	g	a-sanh		(9:00 PM-9:	20 FM)				1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	s: 10/15/12	10/21/12		***************************************	\$1,800.00	0.00						
E 22	4 10/18/	2 16/18/12	M-F 9-10p	CM-All	930-10p		:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
£42.0V			930-10p		(9:30 PM-10	:60 ₽M)						
FO	X NEWS AT	-	184 - (-1	m l nar t	5.4	*** · *				1		
Malaak	Start Date c: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$1,800.00	<u>Rating</u> 0.00						
urisconial Camping Vacables		2 10/19/12	M-F 9-10a	<del>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</del>	930-10p	F	:30	4	64 600 604	0.00 101		<b>64</b> 969 65
E 53	a luitari	S IMIMIS	930-16b		(9:30 PM-18	•	.au	1	\$1,800.001	0.00 NM	1	\$1,800.00
FO	X NEWS AT	9	Account		(\$:00 1:10	igo may						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Weak	: 10/15/12	10/21/12	som at to be so in	1	\$1,800.00	0.00						
E 24	4 10/22/1	2 10/22/12	M-F 0-10p	CM-All	930-10p	M	:30	1	\$1,000,001	0.00 NM	1	\$1,800.00
P0.2%	M NICHALIS AST	Fb.	930-10p		(9:30 PM-10	(00 PM)				ł		
rQ.	X NEWS AT	•	Moderan	CastaMissis	Planto	Palina				l		
Minak	Start Date :: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,600.60	Rating 0.00				ĺ		
E 25	CHOCKEN CHARLES AND	2 10/16/12	MLB Championsh	in Ser@M-All	**************	**************************************	:38	••••••••••••••••••••••••••••••••••••••	\$3,000.00 1	0.00 NM	1	\$3,000.60
See See Se	TA IDAK ISAN I	# 1501 (201 (20)	MLB Championsh		(7:00 PM-10	•	.00	•	wat. www.com	D'OU taikis		44'AAA'AA
NL	28		A second of the second of	. We come	A cold same case.	- 4 %. 1.4£%				1		
	Start Date	End Date		Spots/Week	Rate	Rating				1		
Week	: 10/15/12	10/21/12	1'	1	\$3,000.00	0.00		******				
		zaros zeri pozicio il Volincia il vi								Tetals	19 \$	18,375.00

# LINISION

# WDAF-TV

### Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00

Billing Calendar BROADCAST

C16C22 **Product** Estimate #

MISSOURI PMCSA Alt Order # 09842331 583233 Contract / Revision Billing Type Cash

Original Date / Revision Agency Com 15% Order Type **GENERAL** 10/16/12 10/16/12 **Billing Contact** 

Billing Cycle EOM/EOC Advertiser Missouri PMCSA

Suite 400 Demographic A35+

Alexandria, VA 22314 Agency Smart Media Group LLC

814 King Street

SP-POL ISS POL Rev Codes **Buying Contact** Product Codes PL2C

Sales Office DC-M 2 Sales Region NAT **Priority** 814 King Street Agency Ref Advertiser Ref

Suite 400 Alexandria, VA 22314

**Primary Account Executive** Dan Driscoll

Week: 10/15/12

End Date Account Executive Order% Start Date Dan Driscoll 100%

---F--

10/21/12

Competing Station % of Order Amount KCPT % 0 **KCTV** 30375 25% **KCWE** % 0 30375

Order Share 25% Market Value 121500

**KMBC** 25% **KMCI** % **KPXE** % 0 30375 **KSHB** 25% **KSMO** % 0

**Billing Plan Order Totals** Rating Start Date End Date # Spots **Net Amount Gross Amount** # of Spots Net Amount Gross Amount Month 0.00 10/01/12 10/22/12 23 \$25,818.76 \$30.375.00 October 2012 23 \$25,818.75 \$30,375,00 0.00 \$25,818.75 \$30,375.00 23 Totals

												Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
2	4	10/17/12	10/17/12	M-F 9-10a	CM-All	9-10a	W	:30	1	\$500.001	MM 00.0	1	\$500.00
				M-F 9-10a									
	NEW	SAT 9A											
	9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek:	10/15/12	10/21/12	W	1	\$500.00	0.00						
3	4	10/18/12	10/18/12	M-F 9-10a	CM-All	9-10a	7	:30	1	\$500.001	MA 00.0	1	\$500.00
				M-F 9-10a									
	NEW	SAT 9A						*.*					,,
	5	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	leek: '	10/15/12	10/21/12	T	1	\$500.00	0.00						
4	4	10/19/12	10/19/12	M-F 9-10a	CM-AII	9-10a	F	:30	1	\$500.001	0.00 NM	1	\$500.00
				M-F 9-10a									
	NEW	SAT 9A		4									
	5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

\$500.00

0.00

Print Date: 10/16/12

Page 2 of 3



583233

Flight Dates 10/16/12-10/22/12

**Hiatus Dates** 

Original Date / Revision 10/16/12/ 10/16/12

<u>Order Sep</u> 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

n Ch	Start	End 2 10/22/12	Inventory Code MaF 9-16a	CM-All	Start/End T	Managar	:30	ots	\$500.001	Rtg Type S 0.00 NM	1	\$500.0
5 4	19/22/1	e Tureite	M-F 9-10a	CIM-AII	9-10a	124	.au	ŀ	4300.00 I	O.DO INIVI	•	4500.Q
	AT 9A		4 )									
Sta Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
7 4		2 10/17/12	M-F 12p-1p	CM-All		W+	:30	1	\$500.001	0.00 NM	1	\$500.0
		- Park ( 2	M-F 12-1p		- W. F							
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8 4	<del></del>	2 10/18/12	M-F 12p-1p	CM-All	<del></del>	T	:30	1	\$500.001	MM 00.0	4	\$500.C
			M-F 12-1p		,							
	NEWS	End Data	Moskdaya	CnotoAllook	Doto	Rating						
St: Week: 10	art <u>Date</u> )/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
9 4		2 10/19/12	M-F 12p-1p	CM-All		F	:30	1	\$500.001	0.00 NM	1	\$500.0
			M=F 12-1p							Î		
	NEWS art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	F	<u> </u>		0.00						
10 4	10/22/1	2 10/22/12	M-F 12p-1p	CM-All	12-1p	M	:30	1	\$500.001	0.00 NM	1	\$500.C
NOON	NITTATO		M-F 12-1p							Î		
	NEWS art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1		0.00						
12 4	10/18/1	2 10/18/12	M-F 4-5p	CM-All	4-5թ	cor was and high and and the	:30	1	\$375.002	0.00 NW	1	\$375.0
u incr	- 11 IDV		M-F 4-5p									
	E JUDY art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	T	1	\$375.00	0.00						
14 4	10/17/1	2 10/17/12	M-F 7-9a	CM-All	7-9a	~~W~~~	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS	,		M-F 7-9a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	W	1		0.00						
15 4	10/18/1	2 10/18/12	M-F 7-9a	CM-All	7.9a	T	:30	1	\$825,001	0.00 NM	1	\$825.0
NEWS	<b>:</b>		M-F 7-9a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	T		\$825.00	0.00						
16 4	10/19/1	2 10/19/12		CM-All	7-9a		:30	1	\$825.00 1	0.00 NM	1	\$825.0
NEWS			M-F 7-9a							Î		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	======================================	1		0.00						
	****	2 10/22/12	M-F 7-9a	CM-AII	7-9a	M	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS	•		M-F 7-9a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	***************************************	\$825.00	0.00						
Acceptable to the second secon	<del></del>	2 10/21/12	Su 7-9a	CM-All	Su 7-9a	~ = × = = = 2	:30	1	\$500.001	0.00 NM	1	\$500.
			Su 7-9a							ì		

Print Date: 10/16/12 Page 3 of 3



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Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Ln (	Ch	Start	End	Inventory Code	Break	Start/End	îme Days	Len Si	oots	Rate Pri	Rtg Type	Tota Spots	ils Amount
18		10/21/1	2 10/21/12	8u 7-0a		Su 7-9a		30		\$500.001	MA 00.0	1	\$500.00
, ,,,,	•	- and 100 17	er ( 220 Pc; 1 : 1 \$17	Su 7-9a	47 15								
N	EWS	7A SUN											
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
***************************************		0/15/12	10/21/12		1	\$500.00	0,00	.00		\$1,800.001	0.00 NM	1	84 200 00
21	4	10/17/1	2 10/17/12	M-F 9-10p 9-930p	CM-AII	9-930p (9:00 PM-9:	W	:30	ŧ	\$1,800.001	O'OO MA	1	\$1,800.00
F	A XC	IEWS AT 9	)	a-a30b		(a.co rima.	20 I****)						
• •		art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Wee		0/15/12	10/21/12	W		\$1,800.00	0.00						
22	4	10/16/1	2 10/18/12	M-F 9-10p	CM-All	930-10p	-> -> +1 T-11 -> +1	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
				930-10p		(9:30 PM-10	:00 PM)				ł		
F(		IEWS AT 9				<b>5</b>	F% e*				l		
	_	tart Date	End Date	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00						
***************************************	AMPON	0/15/12	10/21/12			<del>~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~</del>	0.00	:30	4	\$1,800.001	0.00 NM	1	\$1.800.00
23	4	10/19/1;	2 10/19/12	M-F 9-10p 930-10p	CIVI-AII	930-10p (9:30 PM-10	•	UC.	i	\$1,000.001	A'MA JAIME	'	\$1,000.QQ
F	A XC	IEWS AT 9	)	300-10b		10.201 101.10	,00 / 111/						
		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Wee	≽k: 10	0/15/12	10/21/12	F	1	\$1,800.00	0.00						
24	4	10/22/1	2 10/22/12	M-F 9-10p	CM-All	930-10p	Manaara	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
_				930-10p		(9:30 PM-16	:00 PM)				1		
F		IEWS AT 9		107	04-0011-	mata.	Markinson						
Mod	*****	tart Date 0/22/12	End Date 10/28/12	Weekdays M	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00				1		
25	4	WAR THE TAX PROPERTY OF THE PARTY OF THE PAR	2 10/18/12	MLB Championsh			T	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
40	**	10/10/1	4 Mildir	MLB Champions		(7:00 PM-10	•	.939	•	***********	2.24 ,	·	4.61.4.4.4.4.4
N	LCS			**************************************		•	•				1		
	<u>S</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ļ		
Wee	ak; 1(	0/15/12	10/21/12	T		\$3,000.00	0.00		<del></del>				
N 26	4	10/18/1	2 10/18/12	MLB Championsh		3p-CC	T	:30	2	\$3,000.001	0.00 NM	2	\$6,000.00
				MLB Championsi	=								
		tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
-		0/15/12	10/21/12	T		\$3,000.00	0.00	AA.		62 000 00 4	444 00 0	2	ላይ በብብ ብብ
N 27	4	10/19/1	2 10/19/12	MLB Championsl MLB Championsl		3p-CC	mi na mi na (A sin na	:30	æ.	\$3,000.001	0.00 NM	ć.	\$6,000.00
		taut Mata	Fund Data			Dato	Rating				I		
Moo	*****	tart Date 0/15/12	End Date 10/21/12	Weekdays F	Spots/Week	<u>Rate</u> \$3,000.00	0.00						
AAGC	7R. I	ur i Qri i &	IVIAIIIA			***************************************	9.00		COLUMN TO THE REAL PROPERTY.		Takele	00.0	ባለ የማር ሰላ
											Totals	£3 \$	30,375.00

Print Date 10/17/12 Page 1 of 4



## Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00 **Product** Estimate # C23C29 MISSOURI PMCSA Alt Order # 09842332 Billing Type Cash Agency Com 15% Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

Advertiser Missouri PMCSA

814 King Street Suite 400

Smart Media Group LLC Agency

10/17/12

**Buying Contact** 

Contract / Revision

Original Date / Revision

814 King Street Suite 400 Alexandria, VA 22314 Alexandria, VA 22314

Sales Office DC-M Sales Region NAT

Agency Ref

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

**Priority DEFAULT** 

Advertiser Ref

Primary Account Executive Dan Driscoll

	Order%	Start Date	End Date
Dan Driscoll	100%		

584150 /

10/17/12

Order Share 23% Market Value 95108

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	23777
KCWE	2%	1902
KMBC	25%	23777
KMCI	%	0
KPXE	%	0
KSHB	25%	23777
KSMO	%	0

Order Lotals	3			Billir	ig Plan			
Month	# of Spots		Gross Amount		End Date	# Spots	Net Amount C	3ross Amount
October 2012	20	\$15,937.50		95.70 10/01/12	10/28/12	20	\$15,937.50	\$18,750.00
November 2012	3	\$2,656.25	\$3,125.00		10/29/12	3	\$2,656.25	\$3,125.00
Totals	23	\$18,593,75		109 70				

										Total	S
Ln Ch St	tart End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 4 10/	/23/12 10/23/12	M-F 9-10a	CM-All	9-10a	-T	:30	1	\$500.001	3.50 NM	1	\$500.00
		M-F 9-10a							1		
NEWS AT 9	9A										
Start Da	ate End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/1	2 10/28/12	-T	1	\$500.00	3.50						
E 2 4 10/	24/12 10/24/12	M-F-9-10a	CM-AII	9-10a	W	:30	1	\$500.001	3.50 NM	1	\$500.00
		M-F 9-10a									
NEWS AT 9	∂A										
Start Da	ate End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/1	2 10/28/12	W	1	\$500.00	3.50						
E 3 4 10/	25/12 10/25/12	M-F 9-10a	CM-All	9-10a		:30	1	\$500.001	3.50 NM	1	\$500.00
		M-F 9-10a							į		
NEWS AT 9	A A										
Start Da	ate End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						



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Print Date: 10/17/12

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Contract / Revision

584150

Flight Dates 10/23/12-10/29/12

**Hiatus Dates** 

Original Date / Revision 10/17/12/ 10/17/12

Advertiser Missouri PMCSA

Order Sep 00:15:00

Product MISSOURI PMCSA

Estimate # C23C29

	<b>.</b>	,			a						Totals	<b>40</b> .
Ln Ch	Start	End	Inventory Code		Start/End T		Len Sp			Rtg Type		Amount
E3 4	10/25/1	2 10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	T	:30	1	\$500.001	3.50 NM	1	\$500.00
NEWS	AT 9A		,,,, o tod									
	<u>art Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	T	1	\$500.00	3.50						
E 4 4	10/26/1	2 10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	F	:30	1	\$500.001	3.50 NM	1	\$500.00
NEWS	AT 9A		1VI-1 3-10a									
***************************************	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/12	F	1	\$500.00	3.50	·					
E 5 4	10/29/1	2 10/29/12		CM-All	9-10a	M	:30	1	\$500.001	3.50 NM	1	\$500.00
NEWS	AT 9A		M-F 9-10a									
<u>St</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ļ		
Week: 10	/29/12	11/04/12	M	1	\$500.00	3.50						
E 6 4	10/23/1	2 10/23/12	M-F 12p-1p	CM-All	12-1p	-T	:30	1	\$500.001	3.00 NM	1	\$500.00
NOON	NEWS		M-F 12-1p							Į.		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	-T	1	\$500.00	3.00				ŀ		
E 7 4	10/24/1	2 10/24/12	M-F 12p-1p	CM-All	12-1p	W	:30	1	\$500.001	3.00 NM	1	\$500.00
NOON	NITTA (C		M-F 12-1p									
	NEWS art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	**	10/28/12	W	<u> </u>	\$500.00	3,00				1		
E 8 4		2 10/25/12	M-F 12p-1p	CM-All		T	:30	1	\$500.001	3.00 NM	1	\$500.00
			M-F 12-1p		·							
NOON		m	1871	04-00/1-	D - 4 -	D. G				l		
Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 3.00						
E 9 4		·····	M-F 12p-1p	CM-All		F	:30	1	\$500.001	3.00 NM	1	\$500.00
			M-F 12-1p	*****	'("			·	*******	0.00 /		4000.00
NOON					<u></u> .					İ		
Sta Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$500.00	Rating 3.00						
E 10 4			M-F 4-5p	CM-All		-T	:30	1	\$375.002	4.30 NM	1	\$375.00
	10/20/11	L 10/LO: 12	M-F 4-5p	OW, 7 III	OP	•	.00	1	φ010.00 <u>z</u>	7.00 1111/	'	\$575.00
JUDGE										ŀ		
		End Date	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
Week: 10 E 11 4		10/28/12 2 10/25/12		CM-AII	\$375.00	4.30 T	:30		\$375.001	4.20 NM	4	627E 00
i 1	10/23/17	Z IUIZUIZ	M-F 4-5p	CIVI-AII	4-0p	,	.30	1	φ3/0.00 I	4.30 NM	1	\$375.00
JUDGE	JUDY									İ		
		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10			T	1	\$375.00	4.30						
E12 4	10/23/12	2 10/23/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T	:30	1	\$825.00 BAR	1 4.70 NM	1	\$825.00
NEWS			iviti 1-5d							I		
		End-Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			***************************************			
Week: 10		10/28/12	-T	1	\$825.00	4.70			lafotame			
E13 4	10/24/12	2 10/24/12		CM-AII	7-9a	W	:30	1	\$825.001	4.70 NM	1	\$825.00
NEWS			M-F 7-9a									
141.40										ı		



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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C23C29

_n Ch	Start	End	Inventory Code		Start/End T		Len Spo	and a graph of the contract of	Rtg Type S		Amount
13 4		2 10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	W	:30	1 \$825.001	4.70 NM	1	\$825.00
NEW											
~	<u>Start Date</u> 10/22/12	End Date 10/28/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$825.00	Rating 4.70					
14 4	_	2 10/25/12	M-F 7-9a	CM-All	<del></del>	T	:30	1 \$825.001	4.70 NM	1	\$825.00
		2 10/25/12	M-F 7-9a	OW-AR	1-3a		.50	ι ψο20.00 Ι	4.70 (110)	3	ψ025.00
NEW		Fad Data	Weekdays	CnotoAMook	Data	Datina					
	<u>Start Date</u> 10/22/12	End Date 10/28/12	T	Spots/Week 1	<u>Rate</u> \$825.00	Rating 4.70					
15 4		2 10/26/12	M-F 7-9a	CM-All	<del></del>	F	:30	1 \$825.001	4.70 NM	1	\$825.00
NEW			M-F 7-9a					, ,			,
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			ł		
_	10/22/12	10/28/12		1	\$825.00	4.70					
16 4	10/29/1	2 10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M	:30	1 \$825.001	4.70 NM	1	\$825.0
NEW	'S										
	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$825.00	Rating 4.70					
17 4		2 10/28/12	Su 7-9a	CM-AII	Su 7-9a	5	:30	1 \$500.001	4.10 NM	1	\$500.0
NEW	S 7A SUN		Su 7-9a								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			1		
Week: 1	10/22/12	10/28/12	S	1	\$500.00	4.10					
18 4	10/23/1	2 10/23/12	M-F 9-10p M-F 9-10p	CM-AII	9-10p (9:00 PM-9:3	-T 0 PM)	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX	NEWS AT 9	)							I		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	10/22/12	10/28/12	-T		\$1,800.00	5.80					
19 4		2 10/24/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:30 PM-10:	W 00 PM)	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
	NEWS AT 9		10/n olenkova	Cmata AMa ak	Data	Dating					
	<u>Start Date</u> 10/22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$1,800,00	Rating 5.80					
20 4		2 10/25/12		CM-All		T	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
	,		M-F 9-10p		(9:30 PM-10:			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			4 - 1 - 1 - 1 - 1
FOX	NEWS AT 9	)									
***	Start Date	***************************************	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	10/22/12	10/28/12	T		\$1,800.00	5.80		1 01 000 001	" 00 1154		44 000 0
21 4	10/26/1	2 10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-9:3	F	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX	NEWS AT 9	)	W-1 3-10p		(3.001100.5	O 1 101/					
	Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 1	0/22/12	10/28/12	F	1	\$1,800.00	5.80					
22 4	10/29/1	2 10/29/12		CM-All	,	M	:30	1 \$1,800.001	5.80 NM	1	\$1,800.0
FOX:	NEWS AT 9	1	M-F 9-10p		(9:30 PM-10:	OU PIVI)					
	Start_Date			Spots/Week	Rate	Rating					
		11/04/12	M	***************************************	\$1,800.00	5.80					
Week: 1											



**WDAF-TV** 

Print Date: 10/17/12

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Flight Dates 10/23/12-10/29/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 10/17/12/ 10/17/12

Contract / Revision

<u>Order Sep</u> 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C23C29

E 23 4 10/25/12 10/25/12 World Series World Series on FOX	Break Start/End T	īme Days	Len Spots	Rate Pri		tals Amount
WORLD SERIES	CM-All 6p-CC	T	:30 1 5	\$3,000.001	15.00 <b>NM</b> 1	\$3,000.00
Start Date End Date Weekdays Spots Week: 10/22/12 10/28/12T	/Week Rate 1 \$3,000.00	<u>Rating</u> 15.00				

Totals

23 \$21,875.00